

Message Text

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ACTION EB-08

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JOINT CONSULATE-USIS MESSAGE

EO 11652: NA
TAGS: TRD MTM
SUBJECT: VISIT OF AMBASSADOR ALONZO MCDONALD, FEB 22, 23, 1978

SUMMARY: AMBASSADOR MCDONALD'S EXPLANATION OF THE MTN
GOT A BETTER THAN EXPECTED RECEPTION IN MILAN BECAUSE
OF THE EXCELLENCE OF HIS PRESENTATION. WE WOULD
WELCOME HIS RETURN. END SUMMARY.

1. DESPITE MILAN'S INDUSTRIAL, COMMERCIAL AND INTERNATIONAL
BANKING ORIENTATION, SUCH EXOTIC MATTERS AS THE TOKYO
ROUND AND THE COMPLEXITIES OF THE GATT RARELY COMMAND
MUCH ATTENTION. IN FACT, OUR EXPERIENCE HAS BEEN THAT
VERY FEW OF OUR MANY CONTACTS HAVE BEEN INTERESTED IN
THE ISSUE.

2. THAT WAS NOT THE EXPERIENCE WITH AMBASSADOR MCDONALD'S
VISIT, HOWEVER. AT A DINNER HOSTED BY CONGEN HE HAD A
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SUSTAINED DISCUSSION WITH REPRESENTATIVES OF STEEL,
ARTIFICIAL FIBERS, BANKING, TRADE UNIONS, AGRICULTURE,
MANUFACTURERS ASSOCIATION AND ECONOMIC PRESS. HE MADE
LUCID, ENGAGING EXPLANATION OF IMPORTANCE, STATUS AND
OUTLOOK FOR MTN AS WELL AS OUTLINE OF US POSITION ON
ALL MAJOR ISSUES. NEXT MORNING, AS GUEST POWERFUL
LOMBARDY MANUFACTURERS ASSOCIATION, HE SPOKE TO GROUP

OF 36 INDUSTRIAL LEADERS ON WIDE RANGE OF ISSUES AND AGAIN HAD CLOSEST ATTENTION. MOREOVER, AMONG QUESTIONERS WERE SEVERAL WITH OBVIOUS EXPERT KNOWLEDGE OF ISSUES WHO PRAISED REDUCED PROTECTION IN GENERAL WHILE UNDER-SCORING NEED FOR CAUTION IN THEIR OWN SECTORS.

3. LUNCHEON ADDRESS TO AMERICAN CHAMBER OF COMMERCE IN ITALY WAS HEARD BY OVER 100 GUESTS AND, AGAIN, VERY WELL RECEIVED.

4. USIS TRANSLATED AND REPRODUCED THE LENGTHY SUMMARY OF AMBASSADOR MCDONALD'S PRESENTATION AT THE AMERICAN CHAMBER OF COMMERCE LUNCHEON. IT WAS SENT TO ALL MEDIA WITH AN EMBARGO AND ADDITIONAL COPIES WERE MADE AVAILABLE TO THOSE ATTENDING THE LUNCHEON.

5. AN EXCLUSIVE INTERVIEW WAS ARRANGED WITH ITALY'S LEADING WEEKLY ECONOMIC MAGAZINE MONDO ECONOMICO, THE INTERVIEW WAS CONDUCTED BY MONDO ECONOMICO'S EDITOR-IN-CHIEF BRUNO PAGANI AND CO-EDITOR GEROLAMO FIORI. THE INTERVIEW WILL BE CARRIED IN NEXT WEEK'S EDITION OF THE MAGAZINE WITH A COVER PHOTO OF THE AMBASSADOR.

6. BEFORE AND AFTER THE LUNCHEON EVENT, AMBASSADOR MCDONALD GAVE SEPARATE INTERVIEWS TO CORRESPONDENTS FROM MILAN'S AFTERNOON DAILY LA NOTTE AND THE ECONOMIC/ LIMITED OFFICIAL USE

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FINANCIAL DAILY IL SOLE 24 ORE. THE FORMER CARRIED A STORY UNDER THE HEAD "ITALIAN EXPORTS TO THE US INCREASED BY 50 PERCENT"; SUB-HEAD "AMERICAN EFFORTS TO HELP OUR ECONOMY; AN INTERVIEW WITH CARTER'S ASSISTANT, MCDONALD." IL SOLE 24 ORE HEADED ITS SEVEN COLUMN FEATURE "THE AMERICANS DEFEND LIBERAL TRADE AT THE TOKYO ROUND." BOTH INTERVIEWS REFLECT ACCURATELY THE AMBASSADOR'S COMMENTS. IL GIORNALE ALSO CARRIED A BRIEF ITEM HIGHLIGHTING POINTS MADE AT THE LUNCHEON SPEECH.

7. IN ADDITION TO ABOVE, ITALY'S ONLY ENGLISH LANGUAGE TV STATION, TELEVISION INTERNATIONAL OF MILAN, FILMED THE LUNCHEON ADDRESS AND IT USING A FIFTEEN MINUTE SEGMENT THROUGHOUT THE ENTIRE WEEK DURING PRIME TIME PRIOR TO THE EVENING NEWS.

8. AS FOREGOING SUGGESTS, AMBASSADOR MCDONALD'S VISIT WAS BOTH CROWDED AND GIVEN UNUSUAL ATTENTION. PRIVATE COMMENT TO US HAS BEEN VERY COMPLIMENTARY. HIS COMMAND OF STATISTICAL DATA CONCERNING ITALY AS WELL AS HIS FULL MASTERY OF THE POLITICAL AND ECONOMIC FACETS OF

THE ISSUES IMPRESSED HIS LISTERNERS AS DID HIS ARTICU-
LATENESS AND FRIENDLY MANNER.

9. IN SUM, AN EXCELLENT VISIT FOR WHICH WE ARE GRATEFUL
AND WHICH WE WOULD HOPE MIGHT BE REPEATED AT A LATER
PHASE OF THE MTN.FINA

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Message Attributes

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